



FOODINTEGRITY

Ensuring the Integrity of the European food chain

613688: Collaborative Project

Seventh Framework Programme

KBBE.2013.2.4-01: Assuring quality and authenticity in the food chain

Deliverable: D1.3

Title: Videos that provide stakeholders with “EU Food Integrity facts”

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Date of preparation: 21 December 2018

Status: version 1

Dissemination level		
PU	Public	X
PP	Restricted to other participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only members of the consortium	



The project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement No. 613688.

Disclaimer: *The information expressed in this deliverable reflects the authors' views; the European Commission is not liable for the information contained therein.*

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Deliverable 1.3: Videos that provide stakeholders with “EU Food Integrity facts”

1. Description of Deliverable

The FoodIntegrity Network has launched a series of videos to address the many angles of the food fraud and authenticity debate by creating short films and animated infographics based on the Scientific Opinions produced in the project (Deliverable 1.2). The videos have been made available through the Portal (Task 1.1) as well as through the FoodIntegrity YouTube Channel. Stakeholders are encouraged to leave their views in the comments section of the videos. The conversations that occur through forum comments will help aid further understanding of stakeholder concerns and sustain interest in the FoodIntegrity dissemination outputs.

2. Achievement of the Deliverable

Task 1.5: Develop a series of videos that provide stakeholders with “EU Food Integrity facts”

During the Work Package 1 Meeting in Prague, Czech Republic on 4 April 2016 the partners agreed to base the FoodIntegrity Videos on the Scientific Opinions (Deliverable 1.2). At the same time, During the Management Committee Meeting in Prague on the 5th of April 2016, the Work Package leaders were asked if anyone had Video/Filming Capabilities which would help in the production of the videos. During the Consortium Meeting in Parma, Italy on the 9th of May 2017, the same question was asked of the entire consortium. Unfortunately, no one had the capabilities needed to complete this task, it therefore needed to be subcontracted.

The first Scientific Opinion paper, titled “*Stable isotope techniques for verifying the declared geographical origin of food in legal cases*” was published in March 2017. A [video on Stable Isotope Ratio Analysis](#) was completed by the WP partners in conjunction with Small Films Videos. The production of this video started in 2017 and was completed in 2018.

As the other papers took longer to complete, the WP Partners agreed to create motion-graphic explainer videos (or animated infographics), which would be more cost effective as well as quicker to produce. Upon completion of the papers, the WP1 Leader sent out a tender to 4 video production companies to obtain quotes for completing approximately seven two-minute videos based on the 7 papers.

PIX Videos Productions was chosen as the production company after a tender process.

The following 7 Motion Graphics were produced:

1. [Role of analytical testing for food fraud risk mitigation – principles of cost-benefit determination for analytical fraud testing](#)
2. [What are the scientific challenges in moving from targeted to non-targeted methods for food fraud testing and how can they be addressed? – Spectroscopy case study](#)

3. [The scientific challenges in moving from targeted to non-targeted mass spectrometric methods for food fraud analysis: A proposed validation workflow to bring about a harmonized approach](#)
4. [Multivariate statistics: considerations and confidences in food authenticity problems](#)
5. [Sampling guidelines for building and curating food authenticity databases](#)
6. [Use of NMR applications to tackle future food fraud issues](#)
7. [The future of NGS \(next generation sequencing\) analysis in testing food authenticity](#)

To ensure the information in the videos was well presented and correct, the authors of the scientific opinions, the work package leader (Simon Kelly) and the coordinators (James Donarski and Paul Brereton) all contributed in their production.

A FoodIntegrity YouTube Channel was created and videos have been uploaded to it (see screenshot image below).

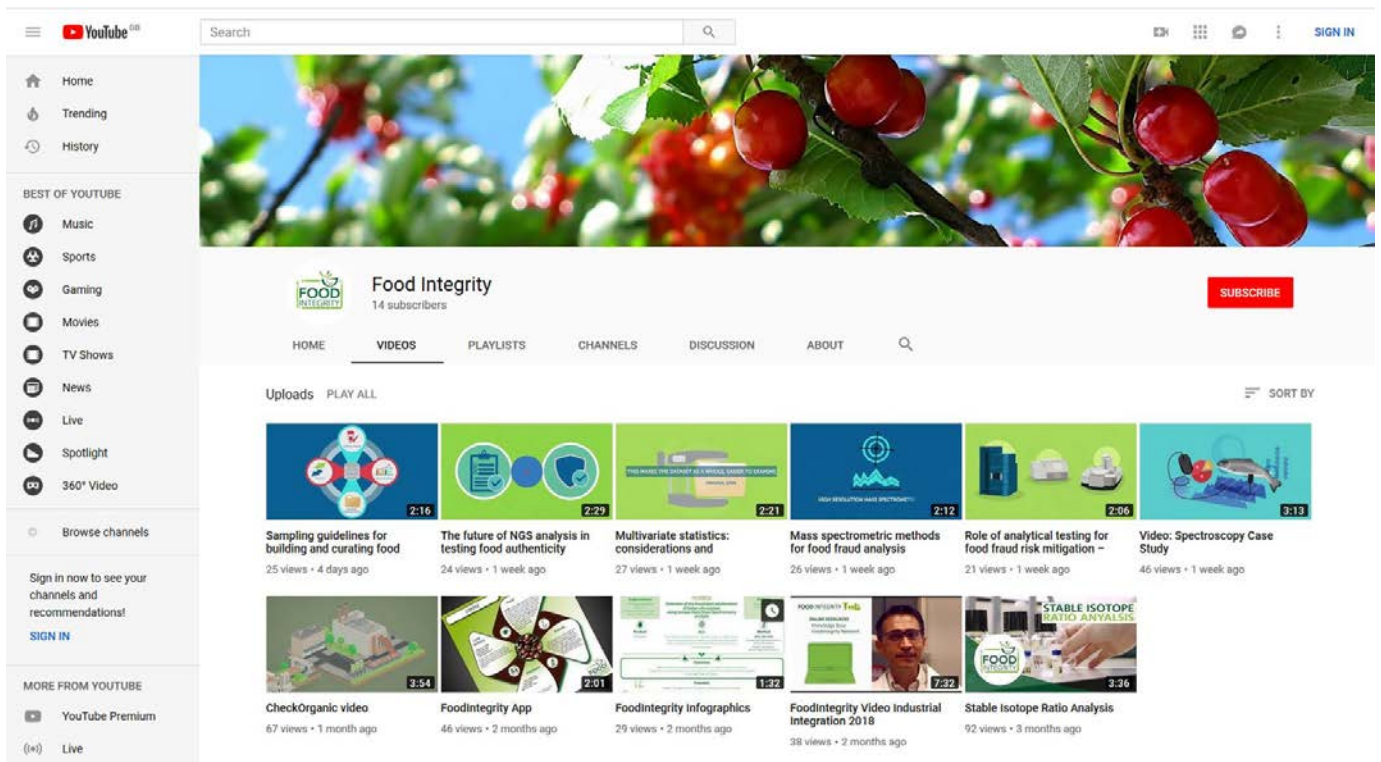


Image 2.1: FoodIntegrity YouTube Channel with uploaded videos.

The portal (Task 1.1) also has links to the youtube channel to direct visitors to the videos.

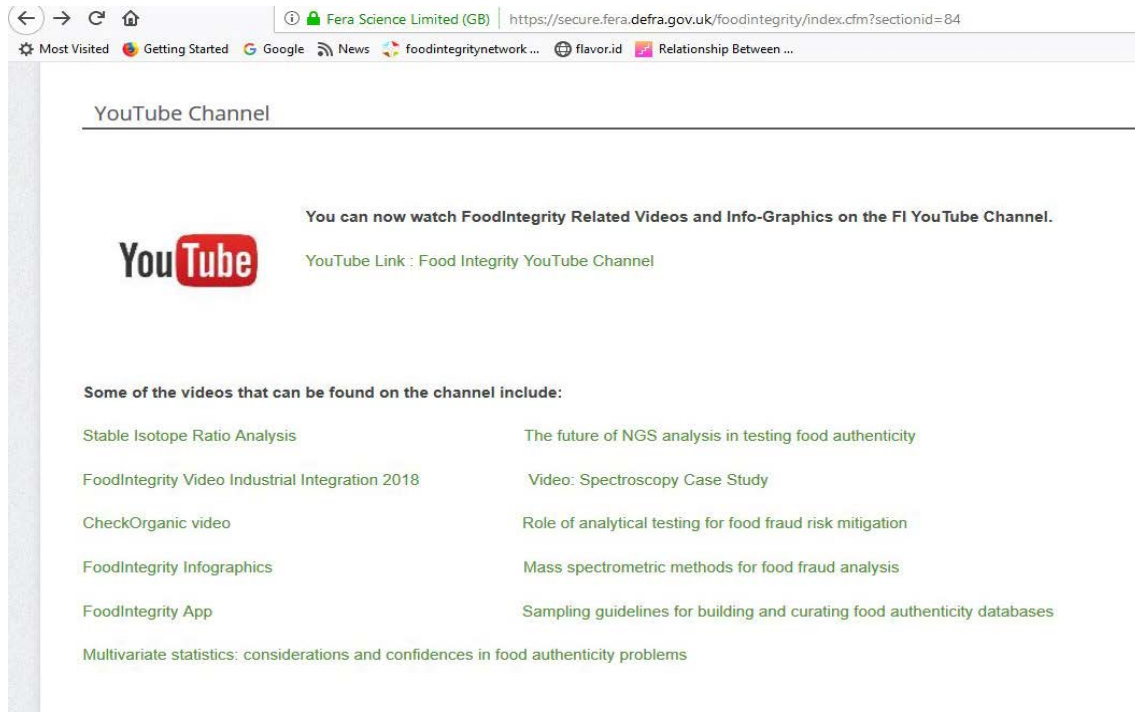


Image 2.2: FoodIntegrity Website Portal with FI Video Links